

ENTHUSIASTIC ENDORSEMENT

...OF THE...

Richmond Boosters' Tour

By the Secretaries of Richmond's Commercial Organizations



H. L. Harwood,
Sec. Post A. Va. Div., Travelers'
Protective Asso. of America.

"The Richmond Booster Tour will be of lasting benefit to those participating, because—

"First. Of the wide advertisement that will be given to the Tour.

"Second. The mutual acquaintance that will be established between the producer and the customer on an entirely different basis from that of ordinary business life, when the customer comes to the market and meets the seller.

"On such a trip as proposed a feeling of mutual and beneficial friendship will be established.

"Such a tour will not only advertise Richmond and its merchants, but will be of great help to the traveling salesman."



William T. Dabney,
Business Mgr., Richmond Cham-
ber of Commerce.

"I regard the Richmond Boosters' Tour an occasion that will inspire and produce more direct benefit to Richmond, and particularly to those participating in the tour, than has yet been accomplished by any previous co-operative movement having this object in view."



C. E. Ivey,
Sec. and Treas. Richmond Adver-
tisers' Club.

"The Richmond Boosters' Tour affords opportunity for the liveliest advertising campaign ever attempted in Richmond. The great volume of publicity which it will secure for Richmond, and for each firm participating, could be purchased only through the expenditure of possibly \$10,000, while the utility of the publicity will be such as no amount of money could buy, it being editorial and pure news matter, which is not for sale by the press at any price, except as inspired by friendly feeling and admiration for such a progressive and up-to-date movement."



C. P. Walford, Jr.,
Secretary and Treasurer Business
Men's Club.

"Get together—pull together—mix and mingle. These phrases have become a common watchword for the progressive merchant of to-day. With prices equal, personality is the greatest drawing card in business. Every merchant desiring a Greater Richmond should use this opportunity to get together, pull together, mix and mingle, thereby establishing his own personality with the trade who should buy in Richmond.

"The Booster's Tour will help every merchant progressive enough to get in it."



W. A. Clarke, Jr.,
Secretary Retail Merchants Asso-
ciation.

"The Boosters' Tour will afford a splendid opportunity to the business men of Richmond to come into personal contact with many of their customers, and undoubtedly inspire others to do business in Richmond. The Retail Merchants' Association has been the means of bringing a great deal of new business to Richmond through its fare-refunding system, and we believe this tour will result in great good to those who participate in it, and to our city in general. We will be represented on this tour, and unite in extending to the people in the territory to be covered a hearty welcome to Richmond."



W. T. Shepherd,
Acting Sec. Rich. Council, United
Com. Trav. of America.

"Always boosters, we heartily welcome and endorse the Richmond Boosters' Tour. It will demonstrate to the merchants of Virginia and North Carolina the progressiveness and immensity of Richmond's jobbers and manufacturers, and fully corroborate the slogan of Richmond commercial travelers, 'You can get anything, at any time, in Richmond.'"

These Firms Endorse the Plan and Have Agreed to Go on the Tour:

American Bread and Baking Co., Bakers.
American National Bank.
Bell Book and Stationery Company.
Blanton & Co., Real Estate.
S. H. Bowman, Steamship Tourist Agent.
John L. Branch & Co., Paints.
L. Bromm Baking Co., Inc., Bakers.
Cable Piano Company.
Chamber of Commerce—"For Richmond."
R. L. Christian & Co., Grocers.
H. Clarke & Sons, Wines and Liquors.
Dunlop Mills, Dunlop Flour.
Eagle Steam Laundry.
The Freed Co., Women's Apparel.
First National Bank.
Golsan & Nash, Real Estate.
Gordon Metal Co., Tin, Iron, Steel.
Gordon Motor Co., Chalmers Motor Cars.
Green & Redd, Real Estate.

The Hammond Co., Florists.
Hopkins Furniture Company.
Howe & Fox, Real Estate.
J. S. James, Jeweler.
A. S. B. James, Seal of Minnesota Flour.
Jefferson Hotel.
Kline Motor Car Corporation, The Kline Kar.
Life Insurance Company of Virginia.
W. H. Miles Shoe Company.
Merchants National Bank.
J. B. Mosby & Co., Department Store.
Walter D. Moses & Co., Pianos.
Murphy's Hotel and Annex.
National Bank of Virginia.
National State and City Bank.
Nolde Brothers, Bakers.
The Office Specialty Co., Inc.
R. L. Peters, Wall Paper.

Pettit & Co., Furniture.
Planters National Bank.
Pollard & Bagby, Real Estate.
Purity Ice Cream Corporation.
Retail Merchants Association of Richmond.
Royal Laundry.
Smith-Courtney Co., Machinery and Supplies.
Stephen Putney Shoe Co., Battle Axe Shoes.
The C. F. Sauer Co., Flavoring Extracts.
Schwarzschild Bros., Inc., Jewelers.
Southern M'fg Co., Good Luck Baking Powder.
Chas. M. Stieff, Pianos.
Straus Cigar Company, Wholesale Cigars.
Underwood Typewriter Co.
Vaughan & Co., Real Estate.
Virginia Carolina Chemical Co., Fertilizers.
Virginia State Fair Association (Oct. 9-14).
Virginia Trust Co., Executors and Bankers.
John T. Wilson & Co., Inc., Builders.

A Special Train of Pullman Sleeping and Dining Cars will be provided and stops will be made at 15 or 20 Virginia and North Carolina towns during the Three-Day Tour.

The personnel will include representatives of every line of business in Richmond. Application for reservations will be received up to Friday, September 1st. Phone Monroe 1 and ask for Manager of Richmond Boosters' Tour, who will give full particulars.

THE TOBACCO CROP THE COUNTRY OVER

The crop reporting board of the Bureau of Statistics of the United States Department of Agriculture has some figures on the tobacco crop of this year that may prove interesting. This board estimates that the tobacco acreage in the United States this year

is 893,200 acres, which is a falling off of over 250,000 acres from 1910. The department does not attempt to account for the reduced acreage, but to-

Ask Grocers, Druggists Dealers for
**POMPEIAN
LUCCA
OLIVE OIL**
Genuine—Pure—Healthful

bacco men know that under the rulings of the farmers' organizations in Kentucky the Burley growers cut their acreage down enormously. This alone accounts for much of the reduced acreage. Then, too, in 1910 Alabama, Mississippi, Texas, Arkansas and Louisiana experienced largely in tobacco growing, and all of these, having found it did not pay, cut their acreage down largely more than one-half. Louisiana quit experimenting altogether and confined itself to about 500 acres of the Perique tobacco, the

only kind it can successfully grow. Government Figures. According to the figures of the government people made up to July 1st; the following is the tobacco acreage of the country this year: Kentucky, 310,500; Tennessee, 57,000; Alabama, 600; Mississippi, 100; Louisiana, 500; Texas, 600; Arkansas, 800; Missouri, 4,900; Virginia, 124,800; West Virginia, 13,000; North Carolina, 146,300; South Carolina, 15,000; Georgia, 1,200; Florida, 2,600; Ohio, 74,200; Indiana, 18,900; Illinois, 1,200. These figures show that Kentucky has cut down its acreage more than

one-third, Virginia about 20 per cent., North Carolina nearly 30 per cent., and South Carolina exactly 50 per cent. This does not mean that the crop of tobacco was expected to be that much smaller in Virginia and North Carolina, but rather it means that the farmers of

THE BEST FLAVORING EXTRACTS
BY EVERY TEST

these two States have caught on to the intensive farming idea, and doubtless when they cut down their acreage they expected to make about as many pounds of the weed as they did last year on more acres. However, the unexpected droughts have come along and now it looks as if the tobacco crop of 1911 is going to be a short one all over the country. The condition of the crop, according to the United States Department of Agriculture was but a little over 70 per cent. a month ago, against 85 per cent. at the same date last year. This, of course, is the general condi-

tion, the country taken as a whole, with the Pennsylvania, Connecticut and Wisconsin atolls and cheap cigar wrapping tobaccos left out of the equation.

PANACEA
Mineral Spring Water for Indigestion,
Owens & Minor Drug Co.
PANACEA SPRING CO.,
Littleton, N. C.